

** IF YOU HAD ANY PROBLEMS RECEIVING THIS FAX, OR IF YOU DID **
NOT RECEIVE THIS ANNOUNCEMENT VIA FAX AND WISH TO RECEIVE
FUTURE ANNOUNCEMENTS IN THIS MANNER, PLEASE CONTACT OUR
CUSTOMER SERVICE OFFICE IN RICHMOND, VIRGINIA.

TO ALL OUR VALUED DIRECT ACCOUNTS:

PHILIP MORRIS USA IS TODAY ANNOUNCING A VOLUNTARY RECALL OF A NUMBER
OF OUR CIGARETTE BRAND PACKINGS BECAUSE A SMALL PERCENTAGE HAVE
DEFECTIVE FILTERS.

CIGARETTES MADE WITH THE DEFECTIVE FILTERS MAY GIVE OFF A NOTICEABLE
ODOR OR HAVE A METALLIC OR OTHER OFF-TASTE AND COULD CAUSE TEMPORARY
IRRITATION OR DISCOMFORT.

TO DATE, WE HAVE NOT RECEIVED ANY CONSUMER COMPLAINTS RELATED TO THIS
ISSUE AND IT IS POSSIBLE THAT NONE OF THE PRODUCT HAS REACHED RETAIL
OUTLETS.

HOWEVER, BECAUSE IT IS POSSIBLE THAT A SMALL QUANTITY OF THE PRODUCTS
MAY HAVE REACHED RETAIL DISTRIBUTION, WHICH WE CANNOT VERIFY QUICKLY,
PM USA HAS DECIDED, OUT OF AN ABUNDANCE OF CAUTION, TO RECALL ALL OF
THE BRAND PACKINGS THAT ARE INVOLVED.

ATTACHED IS A LIST OF THE AFFECTED BRAND PACKINGS. PLEASE IMMEDIATELY
SEGREGATE AND REMOVE FROM YOUR MAIN INVENTORY ALL CASES, PACKS AND
CARTONS OF THE PM USA BRAND PACKINGS CONTAINED ON THE ATTACHED LIST.
ADDITIONALLY, ALL SUBJOBBER AND CASH-AND-CARRIES THAT YOU SERVICE
SHOULD BE INSTRUCTED TO RETURN ALL THEIR INVENTORY OF THESE PRODUCTS
TO YOU FOR SEGREGATION.

PLEASE SEPARATE TAX-STAMPED FROM UNSTAMPED PRODUCT AND PREPARE A COUNT
OF ALL AFFECTED PRODUCT IN YOUR WAREHOUSE. PLEASE INCLUDE YOUR
CUSTOMER NUMBER ON ALL CASES OF THIS PRODUCT.

ATTACHED FOR YOUR INFORMATION IS A COPY OF THE LETTER THAT WE ARE
SENDING TO ALL RETAILERS DESCRIBING THE SITUATION AND ADVISING THEM OF
PM USA'S IMMINENT ACTION OF REMOVING ALL AFFECTED PRODUCT FROM RETAIL
SELLING FLOORS. PLEASE IMMEDIATELY CONTACT YOUR RETAILERS TO ADVISE
THEM OF THE AFFECTED BRAND PACKINGS. 1-800-393-0975

IF YOU HAVE ANY QUESTIONS, PLEASE CALL 1-800-757-2555, 24 HOURS A DAY.
A PHILIP MORRIS REPRESENTATIVE WILL BE IN YOUR WAREHOUSE WITHIN THE
NEXT FEW DAYS.

YOUR IMMEDIATE ATTENTION TO THIS SITUATION IS VERY MUCH APPRECIATED.

PHILIP MORRIS USA

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| COMMUNICATED MS MAIL 5/26/95 TO VPRSS, TMDs, SSDs, TMPs, TMMs, TMFs, HRDs, RFDs, NAMs, RMIAs, SOMs, DMs, SAMs, RMSMs, SFLMs, RFAs, AND BT2000 5/26/95 TO UMS AND TSMs. COMMUNICATED GE FAX 5/26/95 TO ALL WHOLESALE ACCOUNTS. NO HARD COPIES PROVIDED BY NYO. FOR INTERNAL USE ONLY. |
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